

ABSTRACT OF THE DISCLOSURE

A system and method that integrates a plurality of media service systems offering different multimedia services such as media storage, syndication, delivery, and billing services. The system and method also provides automated file

5 transcoding. In embodiment, a method of the present invention includes receiving a plurality of physical media files, organizing the plurality of physical media files so that different bit-rates and formats of a single source material are organized into a media database entity, receiving user specified delivery settings for the distribution of the physical media file, generating a release database entity storing the delivery  
10 settings of the physical media file, generating an address indicating the storage location of the release, and transmitting the address to a remote computing device.

102020-03186960